

10 What is claimed is:

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1 1. A method for presenting high level interpretations of  
2 eye tracking data correlated to stored display  
3 scenarios of a display event, said method comprising  
4 following steps:

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6 A) storing eye tracking data and correlated display  
7 scenarios, said display scenarios being stored  
8 according to at least one of the following  
9 conditions:

10 1) a predetermined elapsed time interval;

11 2) a predetermined tracking sequence of said  
12 eye tracking data, said eye tracking data  
13 being derived and simultaneously evaluated;

14 3) a positive result of a scrolling detection  
15 process; and

16 4) a predetermined communication device  
17 activity;

18 B) processing said eye tracking data with an  
19 interpretation engine, whereby said eye tracking  
20 data is converted into said high level  
21 interpretations;

22 C) assigning a valuation vocabulary to said high  
23 level interpretations; and

24 D) displaying said stored display scenarios and  
25 presenting simultaneously said valuation  
26 vocabulary.

27

1           2.    The method of claim 1, whereby said stored  
2               display scenarios are segments of a virtual page.

1           3.    The method of claim 2, whereby said virtual  
2               page exceeds a viewable display area.

1           4.    The method of claim 1, whereby said display  
2               scenario compromises a scrollable area.

1           5.    The method of claim 4, whereby said virtual  
2               page is partially and scrollable displayed  
3               within said scroll area.

1           6.    The method of claim 4, whereby a coordinate  
2               information is stored simultaneously and  
3               correlated to said eye-tracking data.

1           7.    The method of claim 6, whereby said  
2               coordinate information is referenced to  
3               a viewable display area.

1           8.    The method of claim 6, whereby said  
2               coordinate information is referenced to  
3               said virtual page.

1           9.    The method of claim 6, whereby said  
2               coordinate information is referenced to  
3               said scrollable area.

1 10. The method of claim 1, whereby said predetermined  
2 tracking sequence corresponds to a predetermined  
3 attention level increase.  
4

1 11. The method of claim 1, whereby said predetermined  
2 tracking sequence indicates a condition change of  
3 said display event.  
4

1 12. The method of claim 1, whereby said scrolling  
2 detection process is a detection algorithm  
3 consisting of the following three steps:  
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5 A) continuously collecting data from an  
6 operation system about windows appearing  
7 during display events;

8 B) analyzing said windows to recognize  
9 scrolling windows; and

10 C) detecting location alterations of said  
11 scrolling windows.  
12

1 13. The method of claim 1, whereby said scrolling  
2 detection analysis in real time a pixel matrix  
3 for pixel patterns.  
4

1 14. The method of claim 13, whereby said pixel  
2 matrix is a display scenario.  
3

1 15. The method of claim 13, whereby said pixel  
2 pattern relates to a scrolling initiation  
3 function.

4  
1 16. The method of claim 1, whereby said high level  
2 interpretations correspond to eye behavior  
3 patterns.

4  
1 17. The method of claim 1, whereby said high level  
2 interpretations correspond to basic mental  
3 states.

4  
1 18. The method of claim 1, whereby said valuation  
2 vocabulary is an acoustic vocabulary.

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1 19. The method of claim 1, whereby said valuation  
2 vocabulary is a graphical vocabulary.

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1 20. The method of claim 19, whereby said  
2 graphical vocabulary is superimposed  
3 displayed with said stored display scenario.

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1 21. The method of claim 19, whereby said  
2 graphical vocabulary is selectable displayed.

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1 22. The method of claim 1, whereby said valuation  
2 vocabulary corresponds to demographic information  
3 retrieved by applying said method in a number of  
4 corresponding testing sessions.

5  
1 23. The method of claim 1, whereby said valuation  
2 vocabulary corresponds to statistic information

3           retrieved by applying said method in a number of  
4           corresponding testing sessions.

5

1           24. The method of claim 1, whereby said method is  
2           executed in form of a machine-readable code and  
3           stored on a storing device.

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1           25. The method of claim 24, whereby said  
2           machine-readable code is part of a web  
3           browser.

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1           26. The method of claim 24, whereby said  
2           machine-readable code is a self extracting  
3           attachment of a web page.